

DAME MAY WHITTY \* ALAN MARSHAL \* LOUISE PLATT \* ALAN BAXTER \* TIM HOLT

PRODUCTION

Directed by ARTHUR RIPLEY and JOSHUA LOGAN

Screenplay by DAVID HERTZ Released thru UNITED ARTISTS





Here are reproductions of the ads that reached more than six million readers through Life, Colliers, Esquire.

#### Hart-Schaffner-Marx **Presells Wanger Film**

W/ITH a major campaign that has reached millions of Magazine readers through Collier's, Life, Esquire, Hart Schaffner & Marx boosts your new Walter Wanger hit on their tie-up with Henry Fonda.

Campaign is devoted to a plan of "suits styled for the stars" and features Fonda and boosts for the picture everywhere.

Hart, Schaffner & Marx's clothes are merchandised through 1800 dealers in virtually every city and town in the country, who give the tie-up a spread value possessed by few if any you have seen before.

Special cut-outs, window cards, displays and mailing material has already been supplied to dealers in many cases. Most dealers are ready to cooperate with theatre men on exploitation, cooperative advertising and window displays. Don't pass up this opportunity in planning and carrying out your "I Met My Love Again" campaign. See your local Hart, Schaffner & Marx dealer now!



#### LUX BOOSTS FILM IN FAN MAG

Lux's consistent and successful motion picture campaigns devote special space to the feminine stars of "I Met My Love Again," in a magazine campaign that hits on the nose with picture release.

The Lux ads, featured in a series of fan magazines to reach millions of moviegoers, devotes gorgeous space breaks to Joan Bennett and Louise Platt, the girl who creates a sensation with her first important performance in this Wanger hit.

Lux dealers are accustomed to cooperating with theatre men in campaigns that operate to your mutual advantage. See your Lux dealer about using blow-ups of the ads, stills and display material from the picture on cooperative window and store exploitation.

#### UNIVEX CAMERA TIES ON PICTURE

Univex Cameras have tied Joan Bennett and Henry Fonda in on their extensive campaign of advertising and dealer aids to merchandise their popular and low-priced movie and still camera.

The campaign put on by Univex features magazine advertising to do a pre-selling job for exhibitors on "I Met My Love Again." In local situations throughout the country, dealers have been instructed to cooperate with theatre men on selling campaigns.

The two appealing special stills showing the stars using Univex Cameras are available at your exchange or by order from EXPLOITATION DEPT., UNITED ARTISTS CORP., 729 7th Ave., New York, N. Y. They are Nos. 46 and 47. Use them in all your window tie-ups.

For names of your local Univex dealer, write:

MR. JULIAN JOSEPHS, JR. FRANKLIN BRUCK ADVERTISING AGENCY 1270 SIXTH AVENUE NEW YORK, N. Y.





#### PLANT SIX-DAY PHOTO SERIAL

Here's chapter one of your photo-serial, ready to plant. It's unfailing source of reader interest for your newspaper, a sure-fire customer building proposition for the theatre. Available in six consecutive chapters for serial plant, it comes to you in the standard eight column newspaper size. Photo and copy are devoted to a fascinating review of the story, certain to whet the imagination of the reader and bring him to the show. The set of mats is available complete, with advanced ad, for the low price of \$2.00. Write or wire EXPLOITATION DEPT., UNITED ARTISTS CORP., 729 7th Ave., New York, N. Y.



Madcap Julie Weir, engaged to marry Ives Towner, a young collegian who is destined to become a professor and scientist like his father, sets out to spend the Christmas holidays with her Aunt William. The year is 1927, and Julie, a typical flapper of the period, travels alone by sleigh in the face of a New England blizzard.

When her horse runs away and overturns her sleigh, a distant light guides her to a hunting lodge occupied by Michael Shaw, a superficial writer and would-be sophisticate. Julie is intrigued by his smooth chatter and iconoclastic love-making. They elope to New York. Ives follows the couple to New York, but he finds

that Julie is lyrically happy and he returns to Vermont His promised novel never gets written. Even the birth and his New England pride. Invalid Aunt William, who reared the impetuous girl, is overwrought by the news and gets worse. Julie and her husband, Michael, migrate to Paris. Here, as the years pass, Michael yields more and more to his weakness for wine and brawling. and her child by dress designing.

of a daughter fails to arouse him to his responsibilities. He becomes a permanent habitue of the artists' colony with its ne'er-do-well clique. Julie, thoroughly disillusioned, nevertheless sticks to him, supporting herself



## TIE-UP JEWELERS ON GEMEX BANDS

Here's a made-to-order jewelry tie-up for you in the Gemex tie-up on Joan Bennett. Illustration above shows the big ad which has been pre-selling star and production in Collier's, Vogue and Motion Picture Magazines.

Sponsors of Gemex wrist watch bands are backing up this campaign with a full line of jeweler's window and counter displays, to which you can tie your local exploitation. Contact your local jeweler on this one, or if you want name of local dealer, information on tie-up material, displays, write:

Gemex Company 142 Thomas Street Newark, N. J.



# WONDER BREAD BOOSTS FILM ON BIG BENNETT AD CAMPAIGN •



Wonder Bread joins the selling parade on "I Met My Love Again" with a series of stunning ads on Joan Bennett. The star of your new Wanger hit is featured in a complete newspaper campaign in a tie-up with this product.

Campaign features big ads in twenty-two leading newspapers in rotogravure; twenty-one full-color ads throughout the country on the same day; and black-and-white ads in several papers at about the same time.

This is a campaign that should be followed up with local dealer exploitation. Although no provisions have been made for dealer display and material, displays can be made easily from blow-ups of the ads. Contact the distributors of Wonder Bread in your area to effect tie-ups on herald distribution and for any special plans that will help you sell your show. They'll be glad to cooperate.

#### TIE-UP POSTAL TELEGRAPH

Postal Telegraph offers you two additional channels for effective advertising and exploitation. Postal Telegraph windows, the best locations in town, are open for the big News Poster tie-up. Postal telegraph managers will arrange to have their special "I Met My Love Again" herald distributed to users of their service. Make arrangements with local manager for this tie-up, then order posters or heralds. Posters are priced at 10—\$3.50; 25—\$7.25. Heralds are \$3.50 per M. Address all orders to —

Postal Telegraph Guide 225 West 39th Street New York, N. Y.

#### SHAVER; LIGHTER TIE-UP GETS LOCAL FONDA PLUGS

Lektrolite and Lektroshaver are the two products which have been giving the most sensational and consistent support to showmen in their exploitation campaigns.

Henry Fonda's release on both products is your opportunity for a real ticket-selling tie-in on "I Met My Love Again."

The dealers handling these products are ready and anxious to cooperate with showmen on newspaper advertising, window displays, special stunts and exploitation. Set this tie-up with your local Lektrolite-Lektroshaver dealer. Or write, if you want name of local dealer and information on the tie-up, to:

Mr. Herb Janzer
Platinum Products Corp.
521 Fifth Avenue
New York, N. Y.

#### FILM MODES AID EXPLOITEERS

The "Vogues" girl is resplendent in new spring fashions again in "I Met My Love Again," and Modern Merchandising makes popular-priced reproductions of the film modes available to Cinema Shops throughout the country, where they will be featured.

The gowns, the garments, the hats that Joan Bennett wears in the new Wanger hit, as well as the modes displayed by Louise Platt, are highlighted in this promotion.

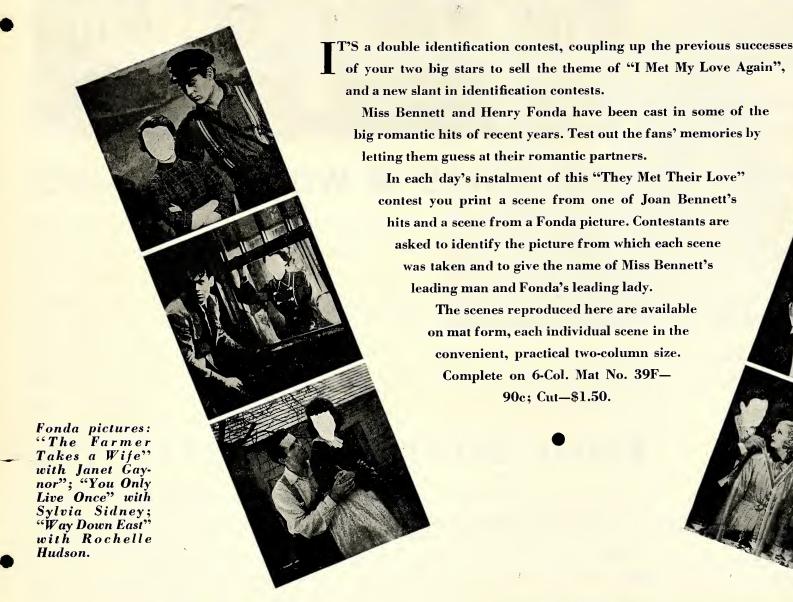
To assist the Cinema Shops in their promotion, and to help you on your exploitation tie-ups, Modern Merchandising furnishes these outlets with special window, counter, advertising material. Here is another excellent opportunity for you to build exploitation with local merchant aid. Contact your local Cinema Shop on this one, or write:

MODERN MERCHANDISING BUREAU, INC. 67 WEST 44th STREET NEW YORK, N. Y.



#### SELL SHOW WITH "MET THEIR LOVES" CONTEST

90c; Cut-\$1.50.



(PUBLICITY STORY)

#### REMEMBER MOVIE LOVES? WIN PRIZES

these great stars met in the picture from which the scenes you see above were taken?

One picture shows Joan Bennett in one of her romantic successes -a movie you surely must have seen. The other shows Henry Fonda in a hit that you cannot have forgotten. Who was the man she loved? Who was the girl he won?

There are cash awards for you, theatre tickets too, if you can remember the names of these previous hits in which the stars of "I Met My Love Again", which comes of their previous successes. ..... to the .....

appeared.

All you have to do to compete in this "They Met Their Loves" is to cut out each set of pictures as they appear for four days. Under each scene, write the name of the

Who are the loves that each of motion picture, and the name of Henry Fonda's and Joan Bennett's romantic partner. When you have assembled the entire set, mail them to the "They Met Their Love" Contest Editor.

Then, whether you are among the winners or not, you will want to see Joan Bennett and Henry Fonda, appearing together for the first time in the romantic leads of "I Met My Love Again." In this new Walter Wanger hit production, they have roles that for romantic glamour far outstrip any

"I Met My Love Again" tells the unusual story of a man and woman who had made a grave mistake in love, who were lost to each other for years, and who found their way back to each other's hearts.

#### PUT ON A LOVE LOTTERY

The ladies crave information about their loves, present and future. Tie up this curiosity to a show-selling stunt in your lobby.

The idea is to put up a set-piece with a clinch shot of Joan Bennett and Henry Fonda. Have the announcement read, "Joan Bennett met her love again. Do you want to know about the love you're going to meet?"

For those who want to know, you can arrange to have a big carnival wheel in the lobby, with descriptions of different types of men in the number spaces. Let them spin it and read off their fortune.

As an alternative you can have the descriptions of the males printed up on cards and have the cards come out of a slot at the base of the display every time they push a lever.

#### "TYPE YOURSELF" FEMININE LURE

"Which of the three types of women do you belong to?"

That's the angle that exploits the feminine craving to understand itself. Capitalize on this slant with the copy theme used in the ads.

You can do it with an inexpensively printed local herald, for which the following copy might be used:

WHAT MANNER OF WOMAN ARE YOU "Polymorphous" — Driving men crazy with your numerous personalities? "Queen" — Demanding adoration, wanting to be the focus of a man's attention all the time?

Bennett pictures: "Thirteen Hours by Air" with Fred MacMurray;

"Walter Wanger's

Vogues of 1938" with Warner Baxter; "The Man Who Broke the Bank at Monte Carlo" with Ronald Colman.

"Slave" — Loving blindly, submerging your personality in the man you love?

A man in love looks at women and finds one of them more desirable than life itself. Are you the kind of woman who could inspire this great love story?

(Billing)

The idea can be effectively put across in the lobby also, either with blow ups of the ads that feature this theme, or with hand lettered cards and poses of Joan Bennett typifying each of the three different types.

#### HANDSOME PROF

"Who's the handsomest male teacher in town?" That's a poser for the co-eds of your local highschool, college or university, and the idea for a contest that is bound to kick up a lot of interest, while it sells the theme of your story.

Use the idea in just that way, in cooperation with local merchants who will permit a vote for each stipulated quantity of merchandise bought. Tie the idea securely to your showing of "I Met My Love Again", by announcing that award of a suitable prize will be made to winner from the stage of your theatre on opening night of your engagement.



#### "LOVE AGAIN" STAGE BRIDAL

Very often the newspapers tell of the marriage of a middleeged couple who were youthful sweethearts but became estranged, then got together after many years.

"I Met My Love Again" is the picture that's made to order for an exploitation stunt in which just such a familiar situation enters. In any fair-sized town you should be able to find a man and woman who are contemplating marriage after they have either been at odds for many years, or had lost track of each other and become reunited. Line them up for a big wedding on your stage on opening night of your picture, with inducements in the shape of wedding gifts which you can promote from jewelers, home furnishers, clothing dealers, and so on.



For suggested newspaper essay contest, theatres should offer prizes and tickets for the best letters, limit of one hundred and fifty words, on the theme "Do You Think First Love Is Best Love?" Tie-in is the fact that the picture is dedicated to that theme, telling a thrillingly dramatic story of two who could not outlive their first love, who had to fight their way back across the years and continents to each other's arms.



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#### INVITE HEART EDITOR

If newspapers in your town boast a locally conducted heart column, the editor of the column is among the "must people" to attend your private and pre-release showings of "I Met My Love Again."

The theme and handling of the story is novel in its frank and daring approach to heart problems. There are many controversial themes in the story and the inclusion of this writer in your pre-view lists is certain to net you a quantity of free space.

#### SUGGEST RADIO PROGRAM

The action of "I Met My Love Again" covers the span from 1927 to present day, with music of the earlier day prominently featured in the opening sequences.

Radio stations are fond of doing retrospective programs on musicals that originate locally. Why not have them tie up the idea to your picture, crediting "I Met My Love Again" for the inspiration, and airing a caravan of the best tunes of the decade.

Silhouette from one-sheet







#### USE STILLS IN WINDOW CO-OPS

Here are four stills from the set on "I Met My Love Again," especially adapted to help you spread your exploitation through free window space on cooperatives. They include a pipe picture, one that can be used to sell sportswear and leather coats, a Ford picture, and one illustrating novel dress jewelry. They are available at your exchange or from EXPLOITATION DEPT., United Artists Corp., 729-7th Ave., New York, N. Y. Order Nos. 4, 20, 33 and P-60. Exhibitors are cautioned against the unauthorized use of star endorsements wherever stills are employed in window tie-ups.

Outstanding in star appeal is the poster paper on "I Met My Love Again," with life-like color reproductions of their two favorites, Joan Bennett and Henry Fonda. The romance theme is highlighted throughout. For front and lobby selling, many managers have found remakes and cut-outs of poster paper a most effective method of creating and hold interest in the picture.

#### Poster Cut-Outs PERSONAL ADS PLUG ROMANCE

The personal column is a logical medium for publicizing the triangular love story of "I Met My Love Again." Here are some Personals calculated to tease interest, with a direct selling impulse leading to your box-office:

> BABS-I'm dying to tell you the big news! Meet me at the Rivoli Theatre tonight and hear all about how I MET MY LOVE AGAIN. Julie.

> FRANK J.—I'm sorry, but it's all off between us because I MET MY LOVE AGAIN. If you want to know the details, come to the Rivoli Theatre tonight. Julie Weir.

> JOAN-Thanks to you and Henry Fonda for the inspiration you've given me. After seeing your splendid performance at the Rivoli I made my decision, and I MET MY LOVE AGAIN. J. D.

#### RECONCILE LOVERS THRU PAPER'S HEART COLUMN

Help them meet their loves again!

The Advice to the Lovelorn or Lonely Hearts column in the local newspaper is a made-to-order vehicle for an "I Met My Love Again" stunt in which separated sweethearts are actually brought together through the medium of the paper.

Get the paper to invite lovelorn sweethearts - those who have been separated from their loved one but would like to get back — to use the paper as a medium for a message. They may not care to address a direct letter to the object of their affections — or they may have lost track of his or her whereabouts — and in that case a letter printed in the paper will be an ideal means of getting the "pleasecome-back-to-me" message across.

To give the letter-writers the measure of privacy they will want, don't print full names and addresses, but suggest that Page Four

they use first names or nicknames which the addressees will recognize. A typical letter might read as follows:

> PATSY: I know I was wrong -I knew it at the time, but I didn't have the courage to say so. Now I find I can't go on any longer without you. Please write. PETE.

Give each letter a key number, which the one it is addressed to can mention in replying. The paper then turns over the reply to the letterwriter.

This is a stunt which should prove popular and effective with almost any daily newspaper.

Suggest it to the editor with the idea that "Do You Want to Meet Your Love Again?" be used as the standing head on this feature.

#### THEN" BEAUTIES

The plot of "I Met My Love Again" gives you a chance for a swell twist on the beauty contest idea. Joan Bennett, as a woman of 30 or so, takes her man away from Louise Platt, a girl ten years her junior.

Here's the theme of your beauty contest: Can a girl who was pretty in 1927 still be as attractive ten years later — as Joan Bennett is in "I Met My Love Again"? Have the ladies send in their photos of ten years ago and today (a set of two photos from each contestant) and judge them on the basis of the most beautiful set.

Engage the winner as your hostess during the run of the picture if she is available. Or present the prize to her on your stage.

#### LOVERS'

"I Met My Love Again" is a story for folks who like romance, and that means everybody in town, if they're made aware of the fact. Get them in the mood to see the show by sniping up a sticker that sells the idea all around the town. It's a simple letter press job, with suggested copy as follows:

"Where's Your Sweetheart Now? Make Sure You Know by Taking Him (Her) to See 'I Met My Love Again'."

Print up two sets, one for male and one for female appeal. The slight expense is more than justified by the pulling power of such a stunt.

#### FILM PLUG IN LOVELIEST MOTHER-DAUGHTER HUNT

Finding the loveliest mother and daughter in town has proved a noteworthy promotion idea for many pictures in the past and presents a stunt that can be used again on "I Met My Love Again."

Many editors find the idea attractive since it presents them with a sufficiency of circulation-building art in contest form.

Haug the idea to the picture by saying that the management of the theatre and the newspaper are seeking a mother and daughter in your town who compare in beauty with Joan Bennett and Genee Hall, who play the roles in the film.

The contest can be conducted quite simply by requiring that all participants send in pictures for judging. In many towns you

will find it easy to get cooperation from professional photographers on such a contest. And among the most attractive possible awards would be a special sitting of the winning pair done by the town's leading photographer. For the theatre, pictures of the most attractive can be ranged about a blow-up of Miss Bennett and Genee in a special lobby frame.

The 2-Col. Scene Mat, intended for use with this contest, is available on Mat No. 48B-30c; Cut. 50c.



#### RADIO SPOT SPIELS

Here are two short radio selling talks for "I Met My Love Again." They are intended for spot announcements or the situations where you have successfully planted one of the radio shows suggested in this campaign book.

Shaw thought she could. Years see "I Met My Love Again." passed, and then she stood before the man she had not forgotten and uttered the immortal words "I love you!" Because it is so unusual, so frank, so honest, you'll want to see Walter Wanger's new production, "I Met My Love Again," coming ...... to the ...... Theatre. As you watch Joan Bennett and Henry Fonda in this tender romance, every glowing, blushing moment of your own first love will come back to you. And the story, from the Cosmopolitan Magazine novel by Allene Corliss, is certain to be one of

Could you ever forget your your favorites. Make up your first love, your first kiss? Julie mind now that you will have to

> Here's a picture you must see with your sweetheart at your side, a drama of life's most precious moments! Walter Wanger's "I Met My Love Again" tells the story of two who longed to live over again one precious hour who found that hour when they thought they faced tragedy. Lovely Joan Bennett is the heroine, handsome Henry Fonda her sweetheart, and the picture comes ...... to the ...... Theatre. Don't forget to see "I Met My Love Again."

#### THROWAWAY LETTER DRAWS

The throwaway letter is a practical stunt that never fails to get attention and to bring them in. It's done by handwriting a bunch of letters, addressing them and casually strewing them around in places where folks are sure to see them. They'll pick them up with the intention of returning them to the loser, of course, but they can't resist taking a peek inside, and here's the message they'll see:

Dear Alice:

I am so happy over the wonderful thing that has taken place, I just had to sit down and write you!

As you know, I was engaged to Ives Towner years ago, but in a moment of youthful abandon I threw him over. But yesterday - what do you think - I MET MY LOVE AGAIN!

And though he now seems infatuated with that pretty little nitwit, Brenda, he has invited me to go out with him! Oh Alice, I'm so excited about it all! What do you think will happen?

Love, Julie

#### LOVERS

You can excite comment on "I Met My Love Again" and focus attention on its romantic appeal by an inside-thetheatre stunt, pulled a week in advance of your dates.

Rope off a series of rows at the back of the house. Placard them with signs announcing, "Reserved for sweethearts only during the run of "I Met My Love Again"-a picture you should see with your sweetheart." They'll get the idea.

#### GET MAG TIE-UP

Original of the screen story of "I Met My Love Again" was the widely read, widely heralded Cosmopolitan Magazine story, "Summer Lightning" by Allene Corliss. Capitalize on this slant for a local tie-in with the newsdealers handling Cosmopolitan in your town. They're sure to cooperate with you on round town tack-cards for ticket-selling exploitation. Copy slant can be along the following line:

I MET MY LOVE AGAIN was adapted from COSMOPOLITAN'S "Summer Lightning" Read COSMOPOLITAN for the stories that make movies

#### LOVERS' POEMS

Opening lines of the picture are quotes from the biblical "Song of Songs," often called most beautiful love poem in all literature. They are quoted by Henry Fonda, wooing Joan Bennett. Here's a chance for another locally conducted contest.

Newspaper might ask for readers to contribute verses from what they consider greatest love poems for ticket awards. Or effort may be directed at best original love stanzas. Use publicity story tying idea up to the picture, and in either case you can be assured of a flood of entries.

#### FIRST KISS

"I Met My Love Again" is a story of first love, with all its tender emotions, eagerness and first blushes - right down to the first kiss. "The First Kiss" idea suggests an excellent possibility for local contest. Ask the folks to describe their reactions to that first kiss in letters not to exceed one hundred words. The boys and girls are sure to be interested, and to write if you make it worth their while with small cash prizes and ducats.

#### STORY LETTER CONTEST

One of the surest ways to get folks interested in your show is by linking their own life experiences with the drama you're selling. And here's one show that has a real hinge for just such an effort.

"What Happened When You Met Your Love Again?" Were you still in love? Had that old feeling disappeared?

If you phrase the question that way in an essay contest, you're sure to get a flock of replies. Tie it to your show with a brief synopsis of the plot, telling how two people discovered that real love never could die. Prizes promoted from merchandisers in exchange for mention in the contest, or small cash awards and tickets should serve as a sufficient incentive to start the flood of mail.



#### LOG CABIN TEASER

A lobby display that few will pass up is easily made by setting up a sheet of compo board, painted to represent the outside wall of a log cabin, in a corner of your lobby. Have a window cut in your cabin wall and fit it with real glass or isinglass, with a curtain on the inside that will make it necessary to come up close in order to see inside.

Behind the wall put large standee cutouts of Joan Bennett and Alan Baxter in one of their romantic attitudes, blown up from stills or paper. Post a sign outside your "cabin" inviting the customers in thus: "Why did Julie leave the only man she ever loved. Look inside and see." Credits for the picture and billing should appear on the placard.

### SPECIAL NEWSPAPER ART



John Sidrone, newspaper illustrator, illustrates an idyllic moment from the romantic story. Available on 2-Col. Mat No. 47B-30c; Cut-50c.



Bert Sharkey's cleverly vignetted sketch focuses interest on both the principals and the drama of "I Met My Love Again." On 3-Col. Mat No. 41C-45c; Cut-75c; 2-Col. Mat No. 45B-30c; Cut-50c.

strikingly impressionistic cut. Available on 3-Col. Mat No. 43C

-45c; Cut-75c.



Monte Weiner's excellent action sketch draws interest with the "eternal triangle" appeal. On 3-Col. Mat No. 42C—45c; Cut—75c; 2-Col. Mat No. 46B-30c; Cut-



Larry Sobel's ever-popular sketches emphasize story interest. This one on Fonda can be ordered on 3-Col. Mat No. 40C-45c; Cut-75c; 2-Col. Mat No. 44B-30c; Cut-50c.

50c.

# PUBLICITY SECTION

#### Joan Bennett and Henry Fonda Co-Starred in Walter Wanger's "I Met My Love Again"



JOAN BENNETT MEETS HER LOVE AGAIN in the person of handsome Henry Fonda, after being sidetracked by the unmistakable attractions of Alan Marshal in Walter Wanger's "I Met My Love Again," the romantic drama which begins a ....... day engagement at the ...... theatre on ........ The triangle is presented here as seen by Gene Aiello, the popular young New York artist and illustrator.

1D-Four Col. Drawing (Mat .60; Cut 1.00)

#### Romantic Drama Boasts **Great Supporting** Cast

(ADVANCE READER)

Joan Bennett and Henry Fonda come to the .... Theatre on .... in Walter Wanger's "I Met My Love Again," a thrilling romantic drama based on Allene Corliss' novel, "Summer Lightning."

Wanger has lined up a great supporting cast for the stars, headed by Dame

May Whitty, Alan Marshal, Louise Platt, Alan Baxter and Tim Holt.

The story casts Joan as a headstrong maiden of the jazz and flapper era of 1927, and Fonda as the studious young New Englander to whom she is engaged.

The romantic girl meets adventure in the person of handsome



12A-With Fonda (Mat .15; Cut .25)

Alan Marshal, playing an irresponsible, Bohemian writer. Joan is swept off her feet by this worldly fellow and the pair elope to New York.

Joan finds their life in the Bohemian Colony of Paris very disillusioning, particularly when even the birth of their daughter fails to awaken her husband to his responsibilities. However, she is too proud to return to Vermont to face her kindly Aunt William and the boy she jilted, until Marshal is killed in a duel fought over the merits of a worthless

Then she comes home, realizing that she still loves Fonda, who has become a successful young professor; but it is not until after a series of dramatic developments that she wins him back.

Others prominent in the supporting cast are Dorothy Stickney, Florence Lake, Genee Hall, the new child discovery, and Alice Cavenna.

"I Met My Love Again" was directed by Arthur Ripley and Joshua Logan from a screenplay by David Hertz. The production is released through United

WALTER WANGER

presents

JOAN BENNETT HENRY FONDA

#### "I MET MY LOVE AGAIN"

with DAME MAY WHITTY ALAN MARSHAL LOUISE PLATT ALAN BAXTER TIM HOLT

Directed by Arthur Ripley and Joshua Logan Screenplay by David Hertz

A WALTER WANGER PRODUCTION Released through United Artists

#### CAST

Julie	Joan Bennett
Ives	Henry Fonda
Aunt William	Dame May Whitty
Michael	Alan Marshal
Brenda	Louise Platt
Tony	Alan Baxter
Budge	Tim Holt
Mrs. Towner	Dorothy Stickney
Carol	Florence Lake
Michael (daughter)	Genee Hall
Agatha	Alice Cavenna
Agama	

#### STAFF

Produced by Walter Wanger Directed by Arthur Ripley and Joshua Logan From the novel by Allene Corliss Screenplay by David Hertz Photographed by Hal Mohr Art Director: Alexander Toluboff Costumes by Helen Taylor Assistant Director: Russell Mathews

#### Verdant Forest Springs Up On Hollywood Set

(ADVANCE STORY)

One verdant forest, complete with wooded glen, babbling brook, weeping willows, centuries-old rocks, dirt roads, broken-down fences and miscellaneous pebbles-all in a barn-like wooden floored structure-is the latest miracle of

the Hollywood technicians who could probably reconstruct the Pyramids over-

night. Stretching over the entirety of huge Stage No. 1 at the United Artists studios, the indoor pastoral scene was. erected for Walter Wanger's new production, Met My Love Again," starring Joan Bennett and Henry Fonda at the ......Theatre



Henry Fonda 12A-With Bennett (Mat .15; Cut .25)

More than 50,000 cubic yards of dirt and rocks were required for the floor of the forest. Geological experts from a local university guided the selection of rocks and fauna for the setting, with the U. S. Forestry Service aiding in the selection of proper trees for the simulated

New England countryside.

Running through the forest is nearly a mile of electric cables not visible to the moviegoer's eyes. These carried the current to light the set as brilliantly as any city dweller's apartment, while overhead a myriad of giant arcs created a sun-bright illusion for the camera to

#### THE STORY

Impetuous, romantic Julie Weir starts out alone in the face of a New England blizzard to spend the college holidays with her Aunt William. The year is 1927 and Julie considers herself a modern of the moderns of that jazz and flapper era. She is engaged to Ives Towner, her childhood sweetheart, a clean-cut, studious undergraduate.

Her horse runs away and overturns the sleigh. Lost in the storm, she finds her way to a hunting lodge occupied by a personable, sophisticated young stranger, who introduces himself as Michael Shaw, a writer, here to "get away from it all."

This worldly, cynical fellow captivates Julie. They elope.

To satisfy Aunt William the jilted Ives pursues the couple to New York, but when he finds them gay in their adventure, he checks them

The Parisian idyll of Julie's dreams and Michael's boasts fails to materialize. As the years pass he continues to be the same irresponsible Bohemian. But Julie sticks to him despite the end of her infatuation. When he dies unheriocally in a wine-inspired duel, Julie remains in Paris and supports herself and her child by dress designing.

Julie finally swallows her pride and returns to Aunt William's home, with the secret knowledge that she still loves Ives. Ives, now a lonely, dignified young professor of biology, pretends to ignore the news of her return. Wrapped up in his work, he is exceedingly popular with the students. One young 1937 modern in particular, the pampered Brenda Lane, is openly smitten with him. Ives tries to convince her of the futility of her infatuation. futility of her infatuation.

Julie and Ives meet by chance, but they act like strangers. His aloof-

Brenda continues her pursuit and finally, in the course of a gay evening at a roadhouse, Ives discovers that he can dance and laugh and

live for the moment like anyone else. He is a changed man. To Julie's surprise and joy, he invites her to the annual faculty dance. Meanwhile, Brenda's infatuation has induced her to tell her family she is going to marry Ives. Mad with jealousy, she crashes the dance, confronts Julie and dashes a glass of punch in her face.

Julie rushes out into the rain with Ives after her. As they plunge through the night, recriminations turn to pent-up confessions of love.

Learning of their plans for an immediate marriage, Brenda fakes a suicide attempt. When that scheme fails Brenda tells Julie she can't live without Ives. Julie resolves on a desperate solution. She jumps into Brenda's car beside her and starts driving like mad. When Brenda realizes that Julie is taking them both on a death ride, she screams for her life, her love for Ives forgotten. They crash un 1 1rmed into a ditch.

At last Julie and Ives leave on their ten-year-delayed honeymoon.

# PUBLICITY BIOGRAPHICAL FEATURES AND ADVANCE SHORTS...

#### Fonda Aimed to be Reporter But Editors Made Him Actor

Unable to Break into Newspaper Work, Hank Tried Stage and Soared to Fame

(BIOGRAPHICAL FEATURE)

It was a chance visit to the Community Playhouse, a new Omaha enterprise, which changed the whole course of Fonda's life.

Born in the little Nebraska city of Grand Island on May 16, 1908, Henry grew up in Omaha.

He enrolled in the University of Minnesota, concentrating on journalism with the idea of becoming a reporter. The city editors of the Omaha dailies had other ideas, however.

It was then that he chanced to visit the Omaha Community Playhouse and was persuaded to join the movement. He was one of its leaders for three years. Completely sold on the superiority of acting over news-chasing as a career, Fonda packed his trunks and headed for Broadway.

He made an unimposing enough start as extra and general understudy for the New York Theatre Guild. Their production of "New Faces" marked the first time his name appeared on the program.

Another lean period ensued, broken by his signing for the role of the tutor in a stock presentation of "The Swan." Then things began to happen. June Walker, wife of Geoffrey Kerr, star of the play, saw in Fonda the ideal actor for the male lead opposite her in "The Farmer Takes A Wife," for which she had been cast. Fonda got the part and was "made" overnight. Walter Wanger signed him to a film contract and loaned him out for the screen version of the play and he rocketed to film fame in this one role. He was loaned out again for "Way Down East" and "I Dream Too Much" before beginning work on the home lot in "The Trail of the Lonesome Pine." Then he went to England to make "Wings of the Morning" for a British studio and returned to make "You Only Live Once," Wanger's first production for release through United Artists. Upon completion of "I Met My Love Again," Fonda returned to New York to appear on the Broadway stage in "Blow Ye Winds."

His preferences are for good books, good music, sports, comfortable clothes, open cars and a simple life. He stands one inch over six feet, weighs 170 pounds and has black hair and blue eyes. Frances Seymour Brokaw, New York socialite, is the second Mrs. Fonda. He was previously married to Margaret Sullayan.

#### Art — With Catsup

The 'painting' in question was a very important item in the story, for it is his criticism of it that causes handsome Alan Marshal to be fatally embroiled in a duel.

The script described it as "an abstract painting in which a 'new technique' is employed." But just how new Plews never knew until he read further.

In the story, Joan Bennett and Marshal, who plays her husband, inspect the painting and comment that they smell catsup. As well they might, for the 'painting' in question is actually made of spinach, meat sauce, catsup and other foodstuffs!

It took the Hollywood-seasoned Plews only a minute to recover from the shock. Then he got down to business, dispatched an assistant to a food market across the street, carried his purchases to the art department and begged the indulgence of a scenic designer. Half an hour later, he delivered the catsup, meat sauce, spinach masterpiece to the set, where directors Arthur Ripley and Joshua Logan discovered he had added a radish sunset out of sheer inspiration.

"I Met My Love Again" is released through United Artists.

Henry Fonda

7A—One Col. Star Head
(Mat .15; Cut .25)

#### SHORTS

#### Freezing Hot

Actually, they were doing a swell bit of acting as they really were ready to drop from the intense heat of the studio lights.

"I Met My Love Again" is based on the Allene Corliss novel, "Summer Lightning." The production is released through United Artists.

#### **Eatless Days**

"I Met My Love Again" is released through United Artists.

#### **His First Love**

Hollywood's first major star to return to his first love — the stage — is Henry Fonda, who was granted an indefinite leave of absence by Walter Wanger upon completion of "I Met. My Love Again," to star on Broadway in Arthur Hopkins' production "Blow Ye Winds."

This marks Fonda's first stage work since Wanger discovered him in the New York production of "The Farmer Takes a Wife." Since then Fonda has attained stellar rating opposite such stars as Sylvia Sidney, Bette Davis and Joan Bennett.

#### Big Demand for Films' Fastest Female Talker

Florence Lake Gets More Roles Than She Can Handle

(ADVANCE FEATURE)

In filmdom the mousetrap-building adage takes many strange twists. Florence Lake finds paths beaten to her door in the Hollywoods because she can talk faster than any other feminine personality.

Florence's machine-gun like delivery is at the rate of 325 understandable words a minute — and she never "blows" her lines. Hours of practice on every piece of dialogue is the secret of her flawless technique. She does all her rehearsing the night before important pictures are to be filmed, and literally talks herself to sleep.

Once on the set, she never utters a word until a scene starts. Her ordinary conversation is at normal speed, but when she goes into action before the cameras she frequently continues her lightning talk for a minute or so after the director yells "cut," until she can brake her language flow to a stop.

A professional actress since childhood. Miss Lake has played everything from tragedy to broadest comedy on the screen and stage. A native of Charleston, S. C., she became a stock company star while still in her teens, touring the South and East. A heroine of "westerns" in silent picture days, she thwarted countless villains and was rescued by most of Hollywood's hard-riding stars. When talking pictures arrived her stage training won her many important assignments, but it was not until a few years ago that she began capitalizing on her rapid-talking ability. Now the acting plums are handed to her faster than she can handle them.

In "I Met My Love Again" she helps Dame May Whitty, Alan Marshal, Louise Platt, Alan Baxter and Tim Holt support the stars. The film was adapted by David Hertz from Allene Corliss' novel, "Summer Lightning". It was directed by Arthur Ripley and Joshua Logan for release through United Artists.

#### Joan Spurned Bennett Fame And Went Out After Her Own

Plucky Blonde Beauty Faced Hardship But Refused Family's Assistance

(BIOGRAPHICAL FEATURE)

The success story of Joan Bennett is the saga of a plucky girl whorefused to trade on a famous family name and insisted on making good on her own.

Watching the Joan Bennett of today on the set of Walter Wanger's "I Met My Love Again," which co-stars her with Henry Fonda at the ................., one would never suspect that this glamorous star who looks like a girl in her teens, had

experienced plenty of bad breaks and surmounted many obstacles to reach the Hollywood heights.

Joan was born in Palisades, New Jersey, on February 27, 1910 — a Bennett of the Bennetts of stage and screen fame — actors for nearly ten generations. She was the third daughter of Richard Bennett and Adrienne Morrison, stage celebrities and parents of Constance and

The youngest Bennett was tutored privately in New York until she was eight and her inherited talent for the theatre cropped out as soon as she could walk and talk. The girls were placed in St. Margaret's Boarding School at Waterbury, Connecticut, and when she was 15, Joan's family sent her to L'Ermitage finishing school at Versailles, France. On shipboard she met John Martin Fox, en route to a London school. They were married a year later, but the marriage was dissolved by divorce.

When Joan returned to the United States, she refused offers to go on the stage, as she planned to go in for interior decoration. Her plans never materialized, however.

The next chapter of Joan's life story is not generally known. Refusing to trade on the Bennett name, she determined to show the world that she could make her own way. Too proud to ask her father for financial assistance, she moved to Los Angeles with her baby, Diana, and spent weeks trudging from studio to studio seeking extra roles. Hollywood paid no attention to her.

When her famous father heard what she was about, he insisted that she accept a role in a Broadway play, "Jarnegan." She sold her furniture to-buy transportation to New York.

Joan made her professional debut in "Jarnegan" and received critical raves and numerous stage offers. But it was the screen, which had suddenly found its voice, that claimed her. Returning to Hollywood, she won overnight fame opposite Ronald Colman in "Bulldog Drummond."

From then on, the climb to stardom was a steady one. Her film successes include "Private Worlds," "Disraeli," "Little Women," "The Pursuit of Happiness," "Wild Girl," "Two for Tonight," "She Couldn't Take It," "The Man Who Broke the Bank at Monte Carlo," "13 Hours By Air," "Big Brown Eyes," "Walter Wanger's Vogues of 1938," in which she made her Technicolor debut, and now, "I Met My Love Again," which was also produced by Wanger for release through United Artists.

She likes to play golf and tennis, to swim and ride. She's mildly superstitious. Likes classical literature and the lighter operas. Green and blue are her favorite colors. Her hair is golden blonde, her eyes are blue and she stands 5 feet 3 and weighs 110 pounds.

#### Baxter Gets Chance to Reform

least good."

through United Artists.

Hollywood has finally given Alan Baxter a chance to reform.

Baxter is the mild-mannered, imaginative young Broadway "find" introduced by Walter Wanger in "Mary Burns — Fugitive," who created a new type of screen heavy — a killer who

didn't look or act like a killer, but whose Freudian aura raised goosepimples on audiences whenever he appeared.

Now, after nearly a dozen roles requiring assorted brands of deviltry, he lays aside his homicidal complexes to portray a strait-laced, inhibited New Englander in Wanger's "I Met My Love Again,"



Alan Baxter
13A-With Marshal
(Mat .15; Cut .25)

which co-stars Joan Bennett and Henry Fonda at the ...... Theatre

An only child of a prominent Cleveland, Ohio, banking family, Baxter went to Williams College, became keenly interested in "Little Theatre" activities

and was elected president of the Cap

and Bells, the leading dramatic society.

After being graduated from Williams, he took post-graduate work at Yale University and studied the drama in Professor Baker's famous "37 Workshop".

Joan Bennett

6A-One Col. Star Head

(Mat .15; Cut .25)

Have a Doughnut

Dame May Whitty made lifelong friends

of the studio workers during the film-

ing of Walter Wanger's "I Met My Love

Again," the romantic drama co-starring

Joan Bennett and Henry Fonda at the

casts her as Joan's New England aunt -

a kindly aunt who is properly proud of

The distinguished British actress in-

sisted on keeping the electricians and

other workers supplied with doughnuts.

please me," she said, "but if they did,

they put on a good show. One chap told

me the crullers were terrific. I suppose

in Hollywood that means they were at

"I Met My Love Again" is released

"Perhaps the boys just ate them to

her doughnut-making prowess.

Baxter started in the New York "Group Theatre" as an apprentice. Resolved to pay his own way, he posed for artists and wrote stage "blackouts". A number of these were bought for "Life Begins at 8:40," "Calling All Stars", "Thumbs Up" and other Broadway hits.

He made his professional acting debut as the lead in "Lone Valley". It was Baxter's work in "The Black Pit" that brought him to the attention of Wanger. Following his screen debut in "Mary Burns — Fugitive," he appeared in "The Trail of the Lonesome Pine," "The Case Against Mrs. Ames," "Big Brown Eyes," "13 Hours by Air," "Men In Exile," "Breezing Home," "Night Key," "Parole," "It Could Happen to You," and now "I Met My Love Again," which Wanger produced for release through United Artists.

Baxter is 6 feet tall, weighs 165 pounds and has light brown hair and brown eyes. He plays golf in the 80's, is an expert rider and can run 100 yards in 10.2. Keeps in condition by wrestling, playing handball and swimming. His hobbies are clay modeling and sketching.

#### High Cost of Visitors

Film fans who wonder why they are not welcomed on the Hollywood sets during the shooting of pictures will be interested in the explanation of a cinema executive to the effect that "the cost of visitors can conservatively be estimated at \$500 a head, due to unintentional interference with the complicated machinery necessary to filming scenes."

Catching a company on location remains the fans' only hope and just how eager they are to watch their favorites emote in the flesh was proved by the experience of the Walter Wanger unit, headed by Joan Bennett and Henry Fonda, shooting scenes for 'I Met My Love Again" in the rugged Franklin Canyon country not far from Hollywood. No less than 1400 persons turned up in one day to watch the actors make scenes for the film which is currently unreeling at the ...... Theatre. "I Met My Love Again" is released through United Artists.

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# PUBLICITY ADVANCE BIOGRAPHICAL AND GENERAL FEATURES—SHORTS

## Hollywood Moves Mountains —Right Into Sound Stages

Miracle Workers Also Create "Indoor Forest" for "I Met My Love Again"

(ADVANCE FEATURE)

Moving mountains isn't a miracle in Hollywood—it's an every-day occurrence.

It moves them right into sound-proof stages, dresses them to meet the exigencies of lighting, acoustics and natural phenomena, and films scenes when convenient.

Walter Wanger's "I Met My Love Again" unit recently built a slice of the Vermont Green mountains inside a sound stage, because

a scene of the film which comes to the ....... Theatre on......, required that Joan Bennett and Henry Fonda make love in a violent storm, with the rain, thunder and lightning properly controlled for photographic and sound-recording purposes.

The mountain was built on a steel framework, covered by tons of earth and rock, in which were transplanted an acre of turf and hundreds of trees. A spring bubbled into a synthetic but well-stocked trout stream.

An intricate system of overhead pipes supplied the rain, and batteries of wind machines swirled it into mountain storm proportions. Lightning and thunder were simple for the technicians, Miss Bennett and Fonda slithered about in the mud for nearly three days for a two-minute scene. Joan ruined eleven evening dresss and had to have her hair redressed—a procedure which took an hour and a half—after each "take."

Manufacturing storms sometimes is a dangerous business. The biggest problem is keeping the giant lights out of the way of the "rain." When one of them "blows" there's a wild scramble for safety and more excitement than any real storm could provide.

Another "miracle" wrought by the Hollywood technicians for "I Met My Love Again," was the reproduction of a verdant forest.

Stretching over the entirety of huge Stage No. 1 at the United Artists Studios, the indoor pastoral scene was complete with wooded glen, babbling brook, weeping willows, centuries old rocks, dirt roads, broken-down fences and miscellaneous pebbles.

More than 50,000 cubic yards of dirt and rocks were required for the floor of

actual college training.

SHORTS

When 50 undergraduates were needed for a classroom sequence

The half-hundred "typical collegians" chosen included only 14 with

That's just what happened to Joan Bennett while making "I Met

A portion of the action of the production transpires aboard a great

My Love Again," the Walter Wanger film in which she will co-star

ocean liner. An exact replica of a deck, companionway and dining

salon section of the S. S. Queen Mary was constructed on the largest

To add to the realism, the set was mounted on mechanical rockers

So thoroughly did the technical staff perform their task that Miss

"I'd give him an 'A' in bacteriology," declared Herbert R. Morgan

of the U. C. L. A. faculty after watching Henry Fonda's performance

as a young college professor in the new Walter Wanger production, "I Met My Love Again," which co-stars him with Joan Bennett at

Morgan acted as technical advisor on all classroom episodes in the

"The study of polymorphism," countered Fonda, "happened to be

Handsome Alan Marshal describes Hollywood as "the place where

Marshal was most recently loaned to Walter Wanger by Selznick

International for "I Met My Love Again," the romantic drama starring

Joan Bennett and Henry Fonda at the.....Theatre on.....

success is measured by the amount your own studio doesn't use you,

the only course in which I did get an 'A'. I've still got my notebooks

"I Met My Love Again," is released through United Artists.

Bennett and Genee Hall, playing her young daughter, suddenly became

to give the rolling effect of a ship plunging through heavy seas.

in "I Met My Love Again," the Walter Wanger production starring

Joan Bennett and Henry Fonda at the ......Theatre on.....

the casting office made selections from more than 300 applicants.

"I Met My Love Again" is released through United Artists.

College students don't look like college students!

with Henry Fonda at the.....Theatre on.....

seasick. Filming had to be halted until they recovered.

with the neatest drawings of frogs you've ever seen."

because it's so busy loaning you out to others."

The production is released through United Artists.

Did you ever become seasick on dry land?

sound stage at the United Artists Studios.

the.....Theatre on.....

the forest. Geological experts from a local university guided the selection of rocks and fauna for the setting, with the U. S. Forestry Service aiding in the selection of proper trees for the simulated New England countryside.

Running through the forest was nearly a mile of electric cables, not visible to the moviegoer's eyes. These carried the current to light the set as brilliantly as any city dweller's apartment, while overhead a myriad of giant arcs created a sun-bright illusion for the camera to catch.

"I Met My Love Again" is based on the novel "Summer Lightning" by Allene Corliss. Dame May Whitty, Alan Marshal, Louise Platt, Alan Baxter and Tim Holt are featured in the supporting cast of the romantic drama, which was directed by Arthur Ripley and Joshua Logan. The production is released through United Artists.

#### Stage Fright

Dame May Whitty, the distinguished British actress, who makes her most important screen appearance in Walter Wanger's "I Met My Love Again" at the ........., says the only stage fright she ever experienced was during rehearsal of the ceremonies for her presentation to the late King George V at the time she was created a Dame.

She was the first actress elevated to the rank of Dame Commander of the Order of the British Empire by King George.

"I Met My Love Again" is based on the Allene Corliss novel, "Summer Lightning." The production is released through United Artists.

#### ADVENTUROUS JULIE MEETS ROMANCE



3B — Two Col. Scene (Mat .30; Cut .50)

#### Catch 'Em on Location, Fans, If You'd See Your Idols Act

With Visitors Barred from Studio Sets, This Remains Your Only Hope of Star-Gazing

(ADVANCE FEATURE)

So you're going to Hollywood to see them make pictures?

Disappointment looms, for unless you're a champion gate crasher, a "big shot" with unusual connections, or an accredited press representative, the odds against your getting a peek inside a studio, particularly a busy set, are 100,000 to 1.

It isn't that the stars and thousands of other workers responsible for the bulk of the world's screen entertainment have become

snooty, or insist upon surrounding their activities with more of an aura of mystery than heretofore, but because the shooting schedule of an important motion picture is carried out with military precision and every interruption on the set runs into a small fortune.

With approximately 90 per cent of all Hollywood pictures made in close-guarded sound stages, the ordinary visitor has only one bet left—a company on location. On rare occasions, the public, if it's lucky enough to be in the vicinity, discovers an open set where the presence of visitors is not discouraged.

It happened recently during the filming of Walter Wanger's "I Met My Love Again," the romantic drama adapted from the Allene Corliss novel, "Summer Lightning," and co-starring Joan Bennett and Henry Fonda at the ......

By transplanting trees and plants indigenous to northern Vermont, building a mile of rail fence and constructing a winding lane up a mountain side, Art Director Alexander Toluboff's crew created an authentic bit of New England which was free to all spectators attracted to the easily accessible spot. On the first day of location work only a dozen or so visitors watched Miss Bennett, Fonda, Dame May Whitty, Alan Marshal, Louise Platt, Alan Baxter, Tim Holt and other principals perform before the cameras in the idultic surroundings.

The next day, however, brought hundreds, and by the third day there was a crowd of 1,400 people packed behind ropes when shooting started at 8:30 A. M. Food and soft-drink vendors did a thriving business. One enterprising hawker sold periscopes which enabled spectators to look over the heads of people in the front ranks.

Fortunately for the visitors, none of the screen personalities had any objections to playing their location scenes in front of the gaping throng, and the informality of the location set gave autograph-seekers several field days.

But in Hollywood proper, the "No Visitors" rule is enforced more stringently than at any time in the film city's history—and unless a studio invites you, your one sure way to see pictures made is to catch a company on location.

# Calling All Cars! Get Louise Platt For Film Contract

Speeding across country in her green Packard roadster, Louise Platt was recently the heroine of a real-life adventure as dramatic as any she'll ever be asked to enact on the screen.

At 5 o'clock one morning, the young actress, who makes her screen debut in



Louise Platt

14A-With Holt
(Mat .15; Cut .25)

support of Joan Bennett and Henry Fonda in Walter Wanger's "I Met My Love Again" at the ...... Theatre on..... suddenly decided not to seek further work in Hollywood, packed her bags, hopped into her roadster and headed out into the desert - in the general direction of New

She left a few hours too soon to learn that Wanger, after screening "I Met My Love Again," had decided to take up her option and sign her to a long-term contract that would bring her screen stardom!

As soon as the producer discovered that she had left the film colony, he broadcast a radio appeal to police of every state between California and New York, with instructions to have the actress 'phone him as soon as she was located.

Now securely signed to a long-term contract with Wanger, lovely Louise is looking forward to settling down in the Hollywood she fled.

The heroine of this romantic reallife adventure has found the road to fame no path of roses, however. She has even known what it means to go hungry. Her work in the Broadway stage play, "A Room in Red and White" caused much favorable comment among the critics, and when she appeared in "Spring Dance" and "Promise" a bright future was predicted for her. Her problem, however, was finding plays that would run long enough to keep her eating regularly.

## Alan Marshal Is New Exponent of Refined Villainy

Dashing Stars No Longer
Object To Dash of
Caddishness

(BIOGRAPHICAL FEATURE)

Refined villainy is becoming more and more popular in Hollywood. Time was when a star of any standing at all shied at the very thought of portraying a character savoring even slightly of caddishness.

Now it's all changed and an occasional fling at an unsympathetic characterization is considered a handsome star's surest protection against the Hollywood "typing" menace.

The latest dashing actor to essay celluloid rascality is Alan Marshal.

Marshal paid his first respects to Thespis before he could walk. He was carried on stage at the Australian premier of Maeterlinck's "Blue Bird" in Sidney. His parents, known professionally as Leonard Willey and Irby Marshal, were well known in America and the British Empire. Alan was born in Sidney on January 29, 1909.

Young Marshal was brought to the United States at the age of five when his parents accepted a stage engagement in San Francisco. When the family continued on to New York, the boy alternated between the stage and school until he was nearly 20. His first important role, at the age of 15, was in "The Swan." He won laurels with Fritz Lieber's Shakespearean troupe and was acclaimed for his interpretation of Lorenzo in George Arliss' production of "The Merchant of Venice."

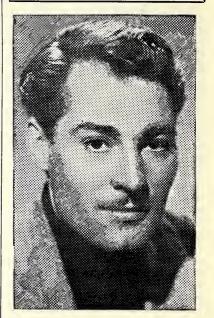
"Michael and Mary" marked his debut in modern plays. Marshal forsook Broadway to spend two years playing in Canadian stock companies, and returning to New York appeared in "Fool's Cap," "Best Sellers," "Lady Jane," "The Bishop Misbehaves," "On Stage" and other plays.

Originally brought to Hollywood to appear with Marlene Dietrich and Charles Boyer in "The Garden of Allah," Marshal had hardly got his bags unpacked back in New York when he was again summoned for a role in "After the Thin Man." Since then he has been kept busy in "Parnell," "Night Must Fall" and "Conquest."

One of the finest-conditioned athletes in the film colony, he has few peers at tennis and swimming. He's an aquatic disciple of Dick Cavell, who invented the Australian crawl. Also dances to keep in trim.

6 feet  $1\frac{1}{2}$  inches tall, Marshal weighs 170 pounds and has dark hair and brown eyes.

#### 'REFINED VILLAIN'



Alan Marshal 8A—One Col. Player Head (Mat .15; Cut .25)

#### Page Nine

# PUBLICITY Current and Biographical Features—Play Date Readers.



#### Dame May Whitty Learned Doughnut Art for Film Role

Distinguished British Stage Star Finds Hollywood an Amazing Place

(BIOGRAPHICAL FEATURE)

Hollywood amazes Dame May Whitty. After 56 years as an actress, the distinguished British contemporary of Sir Henry Irving, Ellen Terry and other stage immortals, discovered that she had to take a course in doughnut-making to play a screen role.

Dame Whitty's appearance belies her three score and ten years. They can make an invalid or an aged woman out of her only on the screen. While she was creating the role of Joan Bennett's New

England Aunt in Walter Wanger's "I Met My Love Again," which comes to the

····.Theatre on........, she spent considerable of her time before the cameras in

bed. But she preferred the doughnut-making scenes, over a hot stove, and between scenes, relaxed by matching endurance with Henry Fonda in walking marathons around the sound stages.

Although the world didn't have an opportunity to thrill to Dame Whitty's work in Dame May Whitty talking pictures until "Night Must Fall," the hair-rais-



15A-With Hall (Mat .15; Cut .25)

ing drama in which she starred on the London and New York stage before making her Hollywood debut, she has enjoyed acting fame for more than half a century. She also appeared in several British silent pictures as far back as 1914.

First actress ever elevated to the rank of Dame Commander of the Order of the British Empire, by the late King George V, she comes of a noted family of journalists.

Dame Whitty went on the stage in her native Liverpool in 1881 at the age of 15 and three years later was a London star. So popular and versatile was she that the same theatregoers attended 14 consecutive evening performances and matinees to see her do 14 different roles in a 12-

In 1895 she made her first trip to America as a member of Sir Henry Irving's and Ellen Terry's troupe. It was on another visit to the United States 11 years later that her daughter, Margaret Webster, who recently directed Maurice Evans in Richard II on the Broadway stage, was born.

The Broadway of another generation also remembers Dame Whitty for her appearances with Grace George in "The Marriage of William Asche" and with Viola Allen in "Iranee Wycherley."

Ironically, it was her activity as a pacifist that won her her title for patriotic work performed during the World War. Although she opposed war, she helped raise millions of dollars to aid wounded soldiers.

The only stage fright she ever experienced was during rehearsal of ceremonies for her presentation to King George at the time she was created a Dame.

"I Met My Love Again" is her fourth Hollywood film. The other three were "Night Must Fall," "The Thirteenth Chair" and Conquest."

#### Location Trips Test Hollywood's Great Efficiency

(CURRENT FEATURE)

Transporting Hollywood film units to location sites, whether they're 1,000 miles away or only a few minutes' ride from the studio, tests to the utmost the amazing efficiency of modern production methods in bringing big pictures to the

What to the layman would seem like a veritable hegira, requiring weeks of preparation, is to the movie-makers a commonplace maneuver, planned and carried out on short notice. Experts from all over the world, representatives of major industries and even of governments, have marvelled at the smoothrunning machinery of Hollywood studios in handling location problems, just as in an earlier day the armies of pre-war Europe studied the mobility of American circuses

Strangely enough, location trips to sites nearest the studio base of operations are often the most difficult to handle. This is due to the fact that when a company is within commuting distance, alternate "shooting" schedules are pre-

Location work depends largely on climatic conditions. If the weather is propitious, the unit "rolls." But any 'unusual' Southern California rain, cloudiness or fog means a swift shift in plans and concentration of filming activities on "cover" sets or studio sound stages.

A recent instance of close-range location was "I Met My Love Again," Walter Wanger's romantic drama in which Joan Bennett and Henry Fonda are currently co-starring at the......Theatre. Action of the story, which is based on Allene Corliss' novel, "Summer Lightning," is laid in Paris and Vermont, and for the New England sequences the company journeyed to the rugged Franklin Canyon country not far from Hollywood, where nature, with the aid of studio flora and fauna wizards, provided a setting unmatched for its purpose anywhere on the Pacific Coast.

Dame May Whitty, Alan Marshal, Louise Platt, Alan Baxter and Tim Holt support the stars in "I Met My Love Again." Arthur Ripley and Joshua Logan co-directed the film from a script by David Hertz. The production is released through United Artists.

#### Perseverance Most Important Quality, Joan Bennett Tells Would-Be Stars

"If You're Easily Discouraged, Seek Another Career," **Advises Actress Who Fought Way to Success** 

(CURRENT FEATURE)

Ability, personality, looks and luck loom large in shaping a successful film career. But to Joan Bennett's way of thinking there's a quality that's much more important - and if she were giving advice to Hollywood newcomers, it's the one thing she'd stress. It's that old copy-book-maxim quality known as Perseverance.

"Anyone who becomes discouraged easily and lets disappointments reflect in her work should seek another profession," said the

Walter Wanger star who has played stellar roles in more than 25 pictures since she soared to fame after early bitter struggles to get ahead.

For, contrary to popular belief, the youngest of the acting Bennetts, who may be seen opposite Henry Fonda in "I Met My Love Again" at the...... Theatre, experienced plenty of bad breaks in Hollywood before she finally got a foothold on the success ladder.

"There were plenty of times when I was ready to give up during my early days in Hollywood," Joan recalls. "But somehow I kept going, seeking just to prove that I could do something.

In those days Joan lived in a tiny flat on the outskirts of Beverly Hills, where she later was to have a mansion.

"On her own" from choice, too proud to accept help from her family, she fought out her problems by herself. Acting was in her blood. Her parents and grandparents were distinguished stage figures. Centuries ago her forebears were pantomimists and strolling players in England and Scotland.

"After doing walk-in parts and atmospheric roles in pictures such as 'The Divine Lady, starring Corinne Griffith, who has been off the screen for several years, I sold my furniture to raise funds to get back to New York to accept a stage role in 'Jarnegan.' "

Joan made good with a vengeance, and the Hollywood which paid no attention to her a short time before, now welcomed her with open arms.

The blonde charm and flawless diction she brought to the screen in her role opposite Ronald Colman in one of the first talking pictures, "Bulldog Drummond," won her instant recognition in the Hollywood scheme of things.

Joan didn't mention it, but Hollywood knows that she suffered a setback to her career five years ago and took it with a laugh. Thrown from a horse during the filming of a scene, she was taken to a hospital with a broken hip which took months to mend. There were rumors around the film colony that she might never be able to walk again. But Joan squelched them soon after her release from the hospital by walking as well as ever and even taking to riding again.

Her latest film, "I Met My Love Again" is a romantic drama, released through United Artists.

#### Marshal Menaces Bennett-Fonda Screen Romance

(PLAY DATE READER)

Blonde Joan Bennett and black-haired Henry Fonda present an exciting new romantic team in the stellar roles of "I Met My Love Again," Walter Wanger's new romantic drama which begins a .....day engagement at the.....

> Theatre today. Handsome Alan

Marshal, who made his screen debut in "The Garden of Allah" and hasn't had a moment's leisure since, plays the suave interloper who invades their boy-and-girl romance and postpones their marriage for ten years.

Alan Marshal 13A-With Baxter (Mat .15; Cut .25)

Based on the Allene Corliss novel, "Summer Lightning," "I Met My Love Again" casts Joan as a romantic

maiden of the jazz and flapper era of 1927. Fonda is the mild young New England student whom she jilts for the worthless romantic Bohemian writer, played by Marshal. After a disillusioning marriage, Marshal is shot in a duel, Joan returns to New England, and after a series of dramatic episodes, is reunited with the girlhood sweetheart she has never ceased to love.

Others prominently featured in the supporting cast are Dame May Whitty; Louise Platt, the lovely Broadway actress whose work in this first film won her a long-term contract with Wanger; Alan Baxter and Tim Holt.

"I Met My Love Again" was directed by Arthur Ripley and Joshua Logan from a screenplay by David Hertz. The production is released through United Artists.



Louise Platt 10A-One Col. Player Head (Mat .15; Cut .25)

#### Louise Platt Once Missed Six Days' Meals — And How!

(BIOGRAPHICAL FEATURE)

August 3rd will always be a red-letter day in Louise Platt's life. It's the day on which she was born 21 years ago, and it's the day when, 19 years later, she got ker first stage job and launched a career which promises to carry her to the Hollywood heights.

No path of roses led to the Walter Wanger contract which Louise has in her safety deposit box. In the short space of two years she has known what it means to go hungry, to be on the threshold of success and to have the door slammed in

The daughter of a United States Navy physician, Daniel Philip Platt, Louise was born in Stamford, Connecticut, and educated in New York, Annapolis and Manila. She was a star athlete in school and said she wanted to be a lawyer, but in the back of her mind a decision was forming to make the theatre her career.

Her work in "A Room in Red and White" caused much favorable critical comment and when she appeared in "Spring Dance" and "Promise," a bright future was predicted for her. Her problem during this period seem to be a lack of plays that would run long enough to fatten her bankroll.

During one period she was without food for six days. Each morning she would rise at her customary early hour, and treat herself to two glasses of water before starting the rounds of agents' and producers' offices.

In stock she has appeared in Minneapolis, in the New York Drama Festival and in Suffern, playing with such celebrated performers as Helen Hayes, Ian Keith and Sir Cedric Hardwicke.

Her first picture role is in Walter Wanger's "I Met My Love Again," currently starring Joan Bennett and Henry Fonda at the..... Theatre. In it she shares featured acting honors with Dame May Whitty, Alan Marshal, Alan Baxter and Tim Holt. The film is released through United Artists.

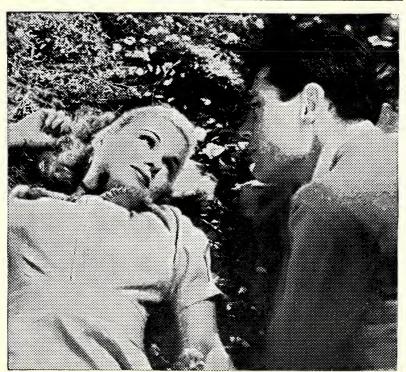
Louise lives in a modest apartment and is looking for a little house. Seeing motion pictures is one of her favorite pastimes. She paints a little and like to read the works of Russian authors. She prefers peanut butter to caviar and violets to orchids. Swims expertly, excels at water polo, and loves to walk. Never makes a decision unless she's wearing her lucky crystal ring.

She would rather see a football game than a boxing match and will switch off a radio if a yodeller is heard over the loudspeaker.

China is the most interesting country she has ever visited and when she gets monsy enough she is going to spend a year travelling through its remote sections.

She recalls that the best times she has ever had were when she wore a touch of blue, her favorite color.

She has a large collection of dolls, which she hopes to bring to Hollywood soon, when she gets her "little" house.



IDYLL. Joan Bennett and Henry Fonda are the principals of this idyllic romance in Walter Wanger's "I Met My Love Again," the screen version of Allene Corliss' novel "Summer Lightning," which is currently featured at the ....... Theatre.

4B-Two Col. Scene (Mat .30; Cut .50)

## -PUBLICITY CURRENT FEATURES, BIOGRAPHIES, REVIEWS



HANDSOME TEAM are Henry Fonda and Joan Bennett, starring in "I Met My Love Again," Walter Wanger's new romantic drama at the ...... Theatre. 2B—Two Col. Scene (Mat .30; Cut .50)

#### Doughnuts to Abstract Art, Leap Made by Agile "Props"

Sudden Change in Film's Shooting Schedule Severely Taxes His Ingenuity

(ADVANCE FEATURE)

It may be a nutmeg grater, or a battery of permanent wave machines or a herd of elephants. But whatever it is that's needed for a film scene, you may be sure that the studio "prop" man will manage to conjure it up at a moment's notice.

The bulk of assignments are easy for the property man who knows the ropes. But occasionally something out of the ordinary pops up and then "Props" gets an opportunity to prove his mettle.

For instance, one morning "Prop" man Tommy Plews discovered that there had been an overnight switch in the shooting schedule of Walter Wanger's "I Met My Love Again," the romantic drama which co-stars Joan Bennett and Henry Fonda at the ..... Theatre on .....

The set he had planned to "prop" was the kitchen of a New England home, and everything was in readiness to start the fire in the range so Dame May Whitty could roast a turkey and cook doughnuts for a scene. Plews even had a batch of cruller dough waiting to be shaped and dropped into a pot of hot grease. The turkey was prepared and had only to be browned in the oven.

But on this morning the company had to be moved to another set - an artist's studio apartment in Paris' Bohemian colony. Skimming through the new call sheet, Plews found a description of the next scene: "Michael and Julie meet guests at party. Michael criticizes Bruno's They fight duel and Michael

Familiar with the screen play adapted from Allene Corliss' novel, "Summer Lightning," Plews knew that Miss Bennett, Alan Marshal and two score bit players and extras would be in the

Plews consulted his assignment which listed as "essential props": "Dummy piano - blood bulb - drinks - 30 bottles, ice, 60 glasses, champagne, etc. - one futuristic painting — blood — extra shirt

Most of it was simple. To Plews a dummy piano meant one with a silent keyboard. The music would be "dubbed in" later. The blood bulb was to make Marshal photographically realistic in the

The futuristic painting was the only thing that bothered Plews. The script called for an abstract painting in which a "new technique" was employed. In the scene, Miss Bennett and Marshal inspect the painting and comment that they smell catsup. The gag is that it is catsup, with meat sauce, spinach and other foodstuffs.

Plews promptly dispatched his assistant to a market across the street from the United Artists studios. Then he hurried to the art department and drafted the services of a scenic designer.

A half hour later he delivered the catsup-meat sauce-spinach masterpiece to the set. He had added a radish sunset for good measure, and the directors, Arthur Ripley and Joshua Logan, complimented him on his inspiration.

"And they wonder why prop men go nuts," "Props" Plews was heard muttering as he stalked off the set.

#### Tim Holt Makes Good on His Own

Young Tim Holt climbed two more rungs on the ladder to star-dom recently when Walter Wanger exercised his first option on the actor's services and at the same time awarded him a major role in "I Met My Love Again," which co-stars Joan

Bennett and Henry Fonda at the ..... Theatre



14A-With Platt (Mat .15; Cut .25)

The actor made his screen debut recently in Samuel Goldwyn's production of "Stella Dallas,"

portraying the role that launched the son of another famous star on the road to stardom 12 years ago . That other chap was Douglas Fairbanks, Jr....

Tim was educated at Carl Curtis Grammar School and Culver Military Academy . . . He graduated with high honors in 1936, standing fourteenth scholastically among an enrollment of 115....

He had gained considerable knowledge of the drama in school under Major Charles Mather...He joined the Westwood Theater Guild

where Wanger dicovered him ...
One of Hollywood's best allaround young sportsmen... Crack polo player and excels at swimming, badminton and tennis . . . Raises cocker spaniels... Hates formal clothes and feels he's at his best in slacks and a polo shirt...

Tim is one inch short of being a six-footer, weighs 165 pounds, has light brown curly hair and brown

#### Joan Bennett, Henry Fonda Score In Wanger's "I Met My Love Again"

Great Cast Supports Stars in Fine Romantic Drama Based on Allene Corliss' Novel, "Summer Lightning"

(PREPARED REVIEW)

Joan Bennett and Henry Fonda were welcomed to the..... Theatre last night by a large and enthusiastic audience as the harassed lovers of Walter Wanger's thrilling new romantic drama, "I Met My Love Again," and neither star has been seen to better advantage than in this screen adaptation of Allene Corliss' novel, "Summer Lightning."

The story casts the stars in the roles of adventurous Julie and studious Ives, girl and boy sweethearts

in the New England of the jazz and flapper era of 1927.

The romantic little New England girl meets Michael, a suave, worthless writer (splendidly played by Alan Marshal) and his worldliness so intrigues her that she elopes with him. Their Bohemian life in Paris is very disillusioning, but the girl sticks to her bargain with this irresponsible chap until he dies in a duel over the merits of an absurd painting. Then she brings her small daughter home to her Aunt William in Vermont and realises that she still loves Ives, who has become a quiet young professor. The suppressed young man successfully conceals any trace of emotion he may feel at the return of the boyhood sweetheart who jilted him ten years before. The presence on the scene of a beautiful madcap student who is infatuated with Ives and magically transforms him into a quite normal and gay young man, complicates matters for Julie. For a time, it looks dangerously as though Julie has lost him, but the two finally confess that their love has never died. Julie's impetuous young rival tries desperately to wreck their wedding plans, but her efforts are in vain and after a dramatic and thrilling climax the sweethearts go off happily at last on the honeymoon that fate delayed a decade.

Arthur Ripley and Joshua Logan directed the film brilliantly from a skillfully wrought screenplay by David Hertz. Hal Mohr is credited with the fine photographic effects. Alexander Toluboff designed the sets and Helen Taylor created the costumes.

Wanger has lined up a brilliant cast for the film which, in addition to Miss Bennett, Fonda and Marshal, also boasts the distinguished Dame May Whitty as Julie's Aunt, Louise Platt, the lovely Broadway stage discovery who makes an auspicious screen debut as the young student who tries to capture Ives, Alan Baxter, who reforms from his villainous roles, Tim Holt, the talented young son of the famous Jack Holt, who made his film debut in "Stella Dallas," Dorothy Stickney, fasttalking Florence Lake, a promising new child star named Genee Hall, and Alice

"I Met My Love Again" will delight any cinemagoer because it has a beautiful love story, stirring drama, comedy and glamour. Write it down as a "must" at the top of your films-to-be-seen list.

#### Clerk's Mistake Is Her Big Break

Because a careless shipping clerk made a mistake, 8-year-old Genee Hall is on the road to screen stardom today.

When Walter Wanger needed a youngster to portray Joan Bennett's daughter in "I Met My Love Again," which co-stars

Joan with Henry Fonda at the .... Theatre on ... he interviewed hundreds of ambitious young-sters. Not one satisfied his requirements.

He sent to another studio for a group of screen tests for another picture. Accidentally the shipping clerk included a brief test of Genee that had been submitted to the

studio by her dramatic teacher, Josephine Dillon Gable. When Wanger saw this test run in his projection room, he immediately sent for Genee.

Genee Hall

15A-With Whitty (Mat .15; Cut .25)

Miss Bennett was so pleased with the child that she brought her own daughter's wardrobe to the studio for designers to copy for Genee's screen costumes.

Genee came to California some six months ago to visit with her father, who sent her to the Gable dramatic school. Prior to her local visit, she had been living in New York with her invalid mother.

"I Met My Love Again," in which Genee makes her film debut, is a romantic drama of New England.

In "I Met My Love Again," Genee shares acting honors with a distinguished supporting cast including Dame May Whitty, Alan Marshal, Louise Platt, Alan Baxter, Tim Holt, Dorothy Stickney, Florence Lake and Alice Cavenna.

The film, based on the novel by Allene Corliss, was co-directed by Arthur Ripley and Joshua Logan from a screenplay by David Hertz. The production is released through United Artists.



Dame May Whitty 9A-One Col. Player Head

#### Did You Know That??

Joan Bennett sold her furniture to pay her transportation back to New York to take a part in "Jarnegan," the Broadway play that launched her to overnight fame ... Henry Fonda wanted to be a newspaperman, but the editors of the Omaha papers he approached couldn't see things his way, so he became an actor ... Joan and Henry are currently co-starring in Walter Wanger's "I Met My Love Again" at the ..... Theatre, Handsome Alan Marshal goes in for a bit of suave villainy in the same film ... And just to balance the records, 'villainous' Alan Baxter reforms and plays a strait-laced New Englander...Dame May Whitty, the distinguished British stage star, had to learn to cook doughnuts before she was qualified for her role in the film ... Louise Platt, the lovely Broadway stage discovery, who makes her debut in "I Met My Love Again," had such a struggle while seeking fame that once she didn't eat for six days ... Just drank two glasses of water every morning and went on about her business-the business of looking for work ... A slice of the Vermont Green Mountains was constructed inside a sound stage in the United Artists studios, so Joan and Henry could play a love scene in a violent storm for the film ... 1,400 fans gathered in one day to watch Joan, Henry and the rest of the company working on location in the Franklin Canyon country near Hollywood, where Art Director Alexander Toluboff created an authentic bit of New England by transplanting trees and plants indigenous to northern Vermont, building a mile of rail fence and constructing a winding lane up a mountain side . . . Joan Bennett and Genee Hall, the new working on a set reproducing the deck of the Queen Mary, mounted on rockers to give the proper rolling effect.

#### Fonda Finds Relaxation on Stage

(CURRENT FEATURE)

As long as there are actors there will be arguments about the relative merits of the stage and screen as an acting

When the argument gets around to which is harder work, Henry Fonda, for one, is very definite in his opinion. He thinks films are much harder. So much so, in fact, that he regarded his recent return to the Broadway footlights, in "Blow Ye Winds" as a vacation.

"To the layman, it probably seems just the opposite," said Fonda on the set of "I Met My Love Again," the Walter Wanger film for release through United Artists, in which he is currently co-starring with Joan Bennett at the ..... Theatre. "Sitting around on the set between scenes, getting an occasional day off and stretching an hour or so's performance over a period of six weeks' working time may sound idyllic in comparison to doing eight performances a week on the stage, week in and week out, speaking the same lines and going through the same motions hundreds of times. But, except for rehearsals, which are hard work, I regard my return to Broadway after two and a half years in Hollywood as a vacation.

"You have in the theatre a constant spur in the form of a flesh-and-blood audience to project yourself to and guide you. You are paced, as it were by that audience, and after the initial performances. one's natural tension wears off and you find the role a part of you.

"In pictures you're playing to a vast unseen audience through two inanimate objects — the camera and micro-

"Perhaps you're letter-perfect in your screen role. You could do it without a hitch all at one time if it were possible to step from one set to another. Obviously that isn't the way pictures are made. You do one scene at a time. And sometimes do the same one over and over again until everybody is satisfied. Then a week later you do another scene which must match the mood and tempo of that earlier one. In the interim you have gone into another part of the

"Because of these problems in the fascinating but sometimes nerve-wracking business of acting for the screen, I think it is a grand idea for players to return occasionally to the theatre-for



Henry Fonda and Joan Bennett, starring in Walter Wanger's "I Met My Love Again" at the ..... Theatre. 11A-One Col. Scene

(Mat .15; Cut .25)

Page Eleven

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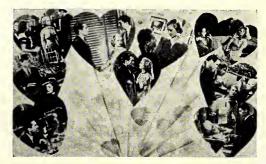
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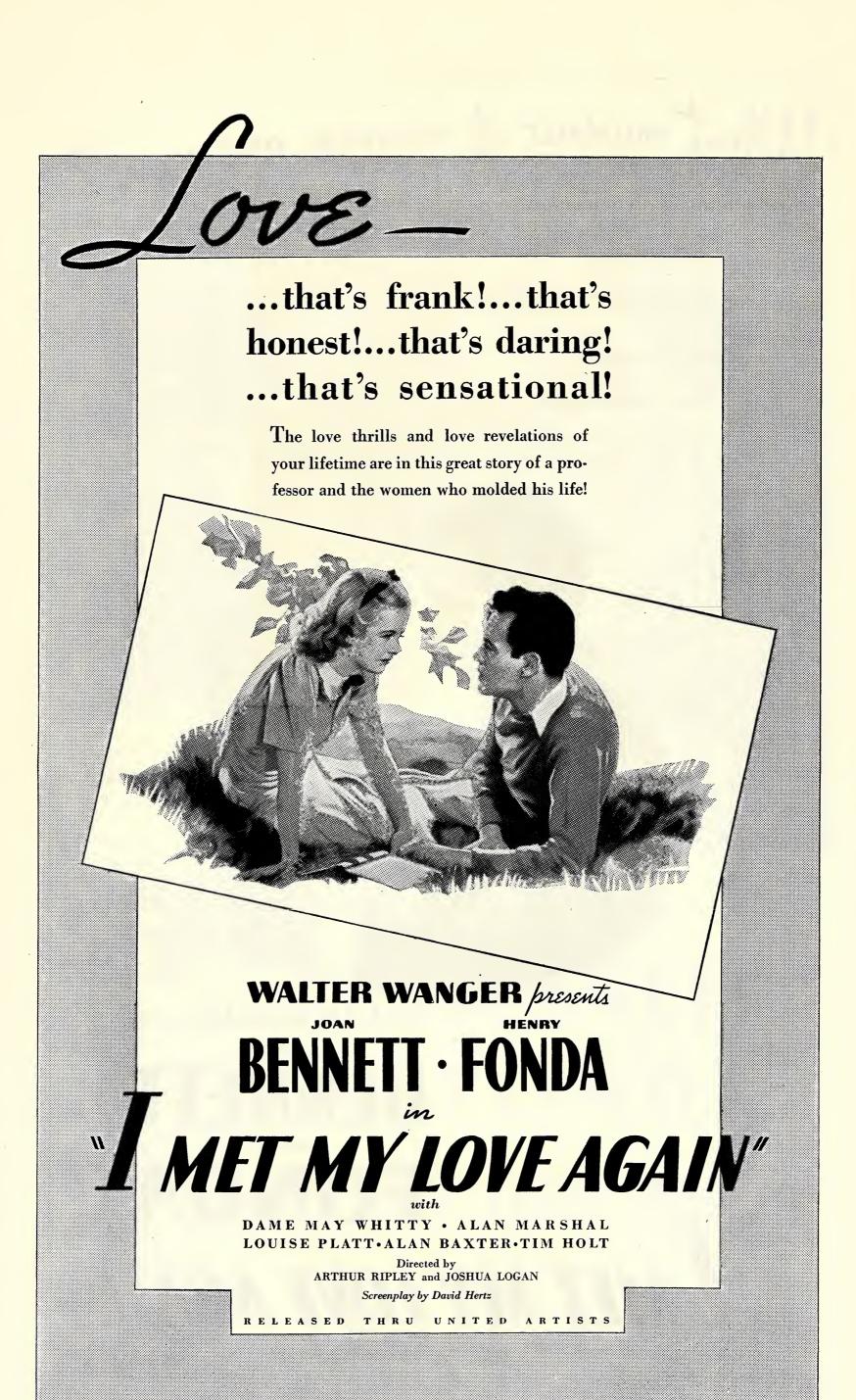
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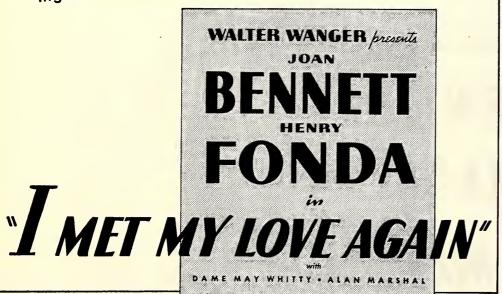
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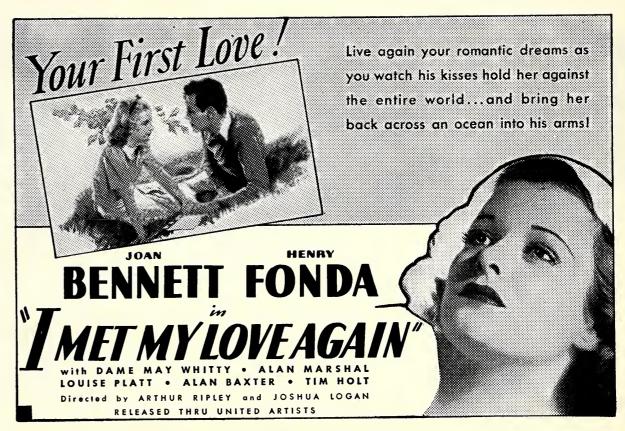
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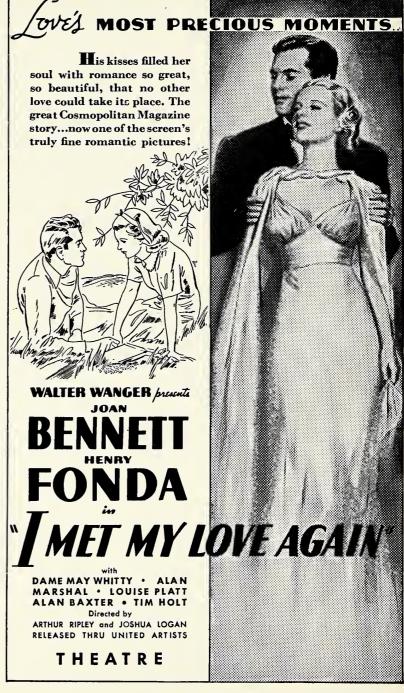




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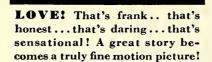


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